



A Study on Surrogate Advertising Strategies Adopted by Selected Companies in India

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Abstract

Advertising has a powerful effect on our lives as it educates and raises awareness among consumers. But some ads are accused of misleading & unhealthy products find their media ban status. But the company's huge investment has led them to reintroduce a new system called "Surrogate Advertisements".

The current study was designed to evaluate all ad estimates taken instead of this study using secondary data such as news articles, study papers and magazines. Research on Surrogate ads and the effectiveness of contagious advertising on consumer behaviour that understands how the brand promotes their banned products using surrogate advertising with various strategies used. Research into non-compliant advertising stood out and told how companies could use the new marketing strategy as an effective marketing strategy for their banned products.

Keywords: Surrogate Advertising, Brand Image, Awareness, Tobacco & Alcoholic Beverages.

Introduction

Research is scientific process of gathering actual or new information in order to build up one's knowledge of a specific area. According to American Marketing Association (AMA) official definition of "Marketing Research is the function that links consumer, customer, and public tool marketer through information – information used to identify and define marketing opportunities and problems; generate, refine and evaluate marketing actions; monitor marketing performance; and improve understanding of marketing as a process. Marketing research specifies the information required to address these issues, design the method of collecting information, manages and implements the data collection process, analyses, and communicates the findings and their implications."

Advertising is for all purposes and objectives of daily life and order and your activities both challenges are appreciated. Some consider advertising to be both a mirror and a cultural producer: the world and its

images reflect the present and the past as they offer new images and sounds that shape the perception of customers.

Surrogate Advertising

Surrogate advertising started back in the United Kingdom, where housewives began protesting against alcohol advertisements that offended their husbands. Because there was no other way, product owners decided to promote fruit drinks and sodas under the brand name, known as surrogate markets.

Surrogate Advertising in India

Since 1995, India has taken a hard stance against the advertisement of cigarettes and alcoholic beverages. The ban was enacted after considerable research by the Indian Ministry of Health revealed that cigarettes and booze have negative health impacts. Furthermore, the Indian government believes that these products are particularly hazardous to a person's mental health, causing them to be sluggish and unmotivated. As a result of the confluence of these elements, the advertising of these products is eventually prohibited across all media channels. The negative attitude toward promoting these goods may be traced back to 1975, when the Indian government passed the Cigarette Advertising Act, which required tobacco businesses to include health warnings on packaging and commercials.

As a result, businesses were obliged to seek alternative forms of advertising, which eventually led to the development of surrogate advertising in India. The Indian Tobacco Company 'Azad Bidi,' which sponsored an international cricket match in India, saw some of the first indications of surrogate advertising. Extensive surveys in India found comparable results, indicating that liquor advertisements had a direct impact on consumer purchase behaviour. Soon after, the Cable TV Regulation Act outlawed booze and cigarette commercials, forcing India to rely on surrogate advertising.

Literature Review

Varalakshmi. T January (2013), in her research paper entitled "The Powerful Research on a Specific Advertising: Pioneering Process" it found the size of the ads that were replaced and investigated their impact on consumer purchasing decision and thus its impact on the company's product.

Dr.S.G.Khawas Patil,Laxmikant S. Hurne (2011), in their article they said that- Surrogate Advertising: A Successful Marketing Strategy for Liquor, Whiskey products show that most companies facing ban on their products are turning to a new concept called Surrogate advertising. He also points out that Co's are making huge profits by using such ads as a new weapon of the day.

Pradeep S. Mehta (2003) in his article he said that Surrogate advertising is a spirited attack tells companies that their products under ban are following a different way of advertising their products 'like old wine' in a 'new bottle' or in soft. -drinking the label in some way, they repeat the image of a well-established product.

Avadhesh Vyas (2017) in his article entitled with Surrogate advertisement on television “An Analysis with Special reference to Indian Youth” The Surrogate advertisement of products such as Tobacco, Liquor and Pan masala has reached very far. The various types of advertisements on Television alarming because they always appeal to live a better lifestyle.

Research Methodology

This research is based on the analysis of secondary data (Articles) found in articles and ad courses for new related topics, blogs and web ads This research paper focuses on companies that have used Surrogate ad to increase productivity.

Objectives of Research

- To study the concept of surrogate advertising.
- To understand how surrogate advertising used as a strategy for a brand extension to overcome the legal hurdles.
- To understand impact of surrogate advertisements on company’s brands.

Significance of the Study

The current research is very important as it enables companies to find new ways to effectively market their banned products.

In addition, the study also shows how companies can use a new marketing strategy as a successful marketing strategy for their banned products.

Secondary Data Analysis

Effectiveness of Surrogate Advertisements

According to the findings of various surveys and interviews, 42 out of 50 people can comprehend the actual liquor or cigarette product advertised.

Table No. 1:TobaccoSurrogate advertising

Product Category	Brands	Surrogates
Tobacco	Rajnighanda	Kesar Pan Masala
	Goa Gutka	Pan Masala
	Pan Parag	Pan Masala
	Manikchand	Filmfare Awards

Ranjnigandha Silver Pearls

Tobacco is included on the list of prohibited items. Ranjnigandha's range includes 'pan-masala.' As a result, the company sells silver cardamom and touts it as a tobacco-free product.

Table No. 2:CigarettesSurrogate advertising

Product Category	Brands	Surrogates
Cigarettes	Red & White Cigarettes	Bravery award ceremony
	Gold flake	Tennis Tournaments
	Charms	Audiocassettes and CD's
	Four Square white	Water rafting & Gliding

Four Square white

Cigarettes tobacco is included in the Four-Square White. As a result, the company sells silver cardamom and touts it as a tobacco-free product.

Table No. 3: AlcoholSurrogate advertising

Product Category	Brands	Surrogates
Alcohol Beverages	Mc Dowell's	Water and Soda
	Bagpiper	Water, Soda, and Music Cassettes & CD's
	Red and White	Bravery Awards
	Seagram's	Music
	Bacardi	Music
	Kingfisher	Mineral Water and Calendars
	White Mischief	Holidays
	Imperial Blue	Cassettes & CD's
	Smirnoff Vodka	Fruit juices
	Royal Challenge	Golf Tournaments
	Aristocrat	Apple Juice
	Officer's Choice	Social Obligations towards

		society
	Carlsberg	Glasses

Magic Moments and Studio & CD's

The principal product of the company is Vodka. However, the marketing only shows a small portion of the actual sales they make, and the advertisement is disguised as Music CDs and Studios. The current link between music and alcohol is that customers enjoy listening to music when they are drinking.

Advertisements are a way of exchanging information that helps to put the check on deceptive and incomplete information. However, alcohol and tobacco products may be considered advertising. It is believed that capturing advertising naturally brings about a decline in human purchasing patterns. It is important to note that alcohol and tobacco ads may not show the positive or beneficial effects of drinking simply because they are not. However, they lure customers by launching their products as status symbols. In other words, such advertisements attempt to attach a 'social status' to the consumption of their own type of alcohol or tobacco. Usually, they use celebrities and other celebrities to get in touch with high-profile people in the community and alcohol / tobacco.

This creates a need for action, because people can easily be drawn to their idols that authorize a particular product. The way these products are shown to be authorized changes a good idea. The relationship between alcohol / tobacco is reflected in the class of people most people watch. When the upper class begins to eat the same food, the lower class begins to imitate. This gives the business image a huge boost, which in turn triggers a series where brand awareness and fidelity spread slowly down to the community level. Over time, consumers stop thinking about the harmful effects of alcohol / tobacco and begin to think of it as a product. Once the product melts in the brand name, it becomes more and more difficult to change the consumer buying style. People have stopped wearing casual shirts, but only wear Louis Philippe, Van Heusen or an arrow. Similarly, that one can drink nothing but Johnny Walker. Nor does it mean that when a person first buys a product (not goods) he ends up spending too much money and eating too much. This is important to note. Brands create an aura around them. This encourages dedicated fans to stay away from the aura. This is especially true when products become a means of social well-being or awareness, especially in the middle and upper class, and product culture has an irreversible impact. How brands shape consumer preferences and purchasing power alone is very much reflected in any economic growth rate of seven and eight percent per year, which is the case in India.

Customer understanding about Surrogate Marketing

Surrogate Marketing, on the other hand, focuses on gaining a customer's comprehension. The public is as astute as marketers, and they know what the brand is known for and what its core product is. The marketer advertises a supplementary product or item that clients utilise in conjunction with the intake of prohibited products in this type of marketing. Carlsberg glasses are well known. Because the glasses can be used to pour the beer that Carlsberg sells, they are sold as disguise products. This method works since they don't

have to broadcast their beer advertisement. Royal Challenge, likewise, sells mineral water, because everyone knows that liquor is best enjoyed with a glass of water.

The marketer's job is to raise brand awareness without even mentioning the prohibited goods. Surrogate marketing is the process of discovering ways to promote things that aren't supposed to be promoted.

How brands are promoted with Surrogate Advertising

The most popular method of increasing brand awareness is through television advertising. This was used as a marketing tactic by the majority of marketers. Marketers make amazing and imaginative commercials in Surrogate marketing as well.

Different Strategies for Surrogate Advertising

Surrogate advertising uses a collaborative strategy to achieve exponential and rapid publicity. Therefore, brand use these strategies to promote their products strategies are as follows:

- Promotion by extensions.
- Promotion by associations.
- Promotions through TV commercials.
- Promotion through events and sponsorships.
- Promotion through Public servants and announcements.

Promotion by extensions

Product expansion is the practice of promoting a new product using a well-known brand name. Many companies today use a product extension to turn a limit on advertising a particular product category. Kingfisher, for example, markets everything from soda to calendars and flights under the same name.

Promotion by associations

Promotion through an organization is based on the topic of company value as well develops a consumer mindset of the kind of brave people. Celebrities often promote these products to help them represent the goals the company aspires to promote. For example, a bagpiper soda advertisement commercial used the famous Bollywood actor Shatrughan Sinha to advertise his drink.

Promotion through TV commercials

Today, most businesses produce television commercials, though many of them promote certain products. Companies, however, can ban this on certain products such as alcohol and tobacco.

As a result, they create ads where items are disguised as items that are not part of a standard product. That is, they hire the wrong television advertising. For example, a company known for producing alcoholic beverages may create commercials that advertise new soda.

Promotion Through Events and Sponsorships

Surrogate advertising can also be done through events and sponsorships. The company's symbol is left somewhere, such as on an event's wall or the outside boundary of a sporting event, in this sort of advertising. This strategy, in turn, impresses consumers with the brand's image. Royal Stag, for example, owned an IPL franchise and used Coke Studio performances to market their brand.

Promotion Through Public Service Announcement

As (public service announcements) are a common method of product promotion. Surrogate advertising regulations have outlawed most of these items, which have been linked to a variety of health problems. Companies can use colourful corporate logos to raise awareness about the dangers of smoking using this advertising strategy. For example, a corporation can raise public awareness about the dangers of smoking while also promoting its brand

Since direct promotions for tobacco and booze have been banned in the media, many businesses are turning to proxy advertising to keep their brands alive in the minds of their customers. A surrogate commercial's most important feature is brand recall. Companies can now readily promote their products and services without mentioning cigarettes or alcohol.

Opportunities

While using surrogate advertising, companies have some opportunities. Such as creating revenue. Brands can make significant profits from things that are outlawed by using surrogate advertising. Surrogate advertising raises awareness of such products and aids businesses in reaching their financial and organisational objectives because it is quite challenging to advertise these products through other channels.

Reduction of competition due to obstacles and limitations placed on new competitors, it might dramatically lessen the level of competition. To sponsor notable events, celebrities, and public people, a business needs a sizable investment. Because of this, it is challenging for new entrants to build brand awareness with low resources.

Aids in keeping brands "alive" in the eyes of consumers. Every brand must work hard to remain at the forefront of their consumers' minds. In many nations, brands of alcohol, tobacco, and comparable products cannot actively advertise. They may no longer be able to compete as a result, but surrogate marketing helps them build brand recognition.

Challenges

The government has proposed new regulations to limit deceptive advertising and endorsers by outlawing surrogate ads and implementing tough standards for those adverts that attempt to entice consumers with promises of discounts and freebies.

Another difficulty with surrogate advertising is that, if utilized irresponsibly, it might not succeed in promoting the real product.

Conclusion

Advantages and disadvantages of one-dimensional advertising are just like the two sides of a coin. The trend followed by those ads can be helpful to older and older players as it results in a higher brand memory, thus helping them to promote their banned products. At the same time, small companies and new entrants will find it difficult to present themselves in a changed environment. Despite the fact that these new trends are unhealthy for new customers and others concerned with public health, independent advertising has proven to be a powerful and effective way to sell banned products today. Replacement marketing can bring sellers a lot of money, but it can also cause customers to drown! As a result, it is up to customers to accept or reject this.

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